

Message Text

UNCLASSIFIED

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46

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FM AMEMBASSY CAIRO

TO SECSTATE WASHDC 0182

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E.O. 11652: N/A

TAGS: BEXP, EG

SUBJECT: PRODUCT OPPORTUNITY, TRUCK REQUIREMENT AND
TRUCK MANUFACTURING FACILITY

REF: STATE 240982

1. EMBASSY CONFIRMS THAT EGYPT HAS A REQUIREMENT FOR A SUBSTANTIAL NUMBER OF HEAVY DUTY TRUCKS AND EMBASSY WILL REPORT TRADE OPPORTUNITIES WHEN TENDER DOCUMENTS ARE AVAILABLE.

2. A NUMBER OF US AND FOREIGN COMPANIES HAVE BEEN DISCUSSING THE FORMATION OF A JOINT VENTURE WITH THE NASR AUTOMOBILE COMPANY TO INCLUDE A TRUCK MANUFACTURING FACILITY. IN FACT, THE NASR AUTOMOBILE COMPANY APPEARS TO BE CONSIDERING TWO OR THREE JOINT VENTURES WHICH WOULD BE CONCERNED WITH TRUCK, BUS, AUTO AND TRACTOR ASSEMBLY.

3. DISCUSSIONS ON THESE JOINT VENTURES INVOLVE MAJOR AMERICAN COMPANIES AND APPEAR TO BE APPROACHING AN ADVANCED STATE. INTERNATIONAL HARVESTER MAY BE INTERESTED IN A JOINT VENTURE FOR TRUCK AND TRACTOR MANUFACTURING. GENERAL MOTORS IS INTERESTED IN TRUCK ASSEMBLY. GM EXECUTIVE VICE PRESIDENT JENSEN IS VISITING CAIRO NOW. EMBASSY HAS ALSO HEARD RUMORS THAT CHRYSLER MAY BE INTERESTED IN THE JOINT VENTURE. AMERICAN MOTORS CORPORATION HAS BEEN DISCUSSING BUS SALES TO EGYPT WHICH COULD EVENTUALLY INVOLVE AN ASSEMBLY OPERATION.
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